



**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY JULY 26, 2016 AT 6:30 PM
*City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613***

BOARD MEMBERS

- | | |
|--|--|
| <input type="checkbox"/> Robert Schoen, Place One | <input type="checkbox"/> Joe Greco, Place Four |
| <input type="checkbox"/> Jeff Kikel Place Seven, Secretary | <input type="checkbox"/> Erin Miller, Place Five |
| <input type="checkbox"/> Linda Ayotte, Place Three | <input type="checkbox"/> Troy Storm, Place Six, Vice Chair |
| <input type="checkbox"/> Matthew Olguin, Place Two, Chair | |

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- A.2 Board Members Opening Comments.
- A.3 Citizen Communications.
(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections.)
- A.4 Presentations:
a) 2016-2017 Funding Request For The Cedar Fest Barbeque Cook-off To Be Held At Milburn Park In The Amount Of \$15,000. (Tony Moline, President, Cedar Park Chamber).

**STAFF REPORTS
(DISCUSSION ONLY)**

- B.1 Quarterly Report Of 2015-2016 Revenues, Expenditures And Fund Balance. (Kent Meredith, Finance Director)
- B.2 Review Of 2016-2017 Projected Revenues And Expenditures. (Kent Meredith, Finance Director)

CONSENT AGENDA

Pursuant To Tourism Advisory Board Rule, the Consent Agenda consists of all items set forth on Agenda Items C.1, C.2, C.3, and C.4. The Consent Agenda May Be Approved By A Single Motion.

- C.1 Approval Of The Minutes From The June 28, 2016 Tourism Board Meeting.
- C.2 Approval Of The Minutes From The July 13, Special Called Budget Work Session.
- C.3 Authorization To Excuse The Absence Of Robert Schoen From The June 28, 2016 Tourism Advisory Board Meeting.
- C.4 Authorization To Excuse The Absence Of Erin Miller From The July 13, 2016 Special Called Tourism Advisory Board Budget Work Session

**REGULAR AGENDA
(DISCUSSION AND POSSIBLE ACTION)**

- E.1 Consider An Amendment To The Cedar Park Tourism Funding Agreement Between The City Of Cedar Park And The Austin Steam Train Association Related To The Restoration Of The City Of Chicago Car Effective October 1, 2015.
- E.2 Consider 2016-2017 Budget Funding Requests, Including:
 - i. Consider A Funding Recommendation For A Craft Beer Festival in an amount not to exceed \$25,000.
 - ii. Consider A Funding Recommendation For The NOLA Texas Food And Music Festival in an amount not to exceed \$35,000.
 - iii. Consider A Funding Recommendation For Cheer America in an amount not to exceed \$15,000.
 - iv. Consider A Funding Recommendation For The Austin Steam Train Association in an amount not to exceed \$35,000.
 - v. Consider A Funding Recommendation For The HEB Center At Cedar Park in an amount not to exceed \$4,500.
 - vi. Consider A Funding Recommendation For The Cedar Fest Barbeque Cook-Off in an amount not to exceed \$15,000.
 - vii. Consider A Funding Recommendation For Leander ISD-Rouse HS in an amount not to exceed \$10,000.
 - viii. Consider A Funding Recommendation For The Austin Spurs in an amount not to exceed \$75,000.
(\$50,000 Advertising And Marketing; \$25,000 Conversion)
 - ix. Consider A Funding Recommendation For The Lone Star Showcase in an amount not to exceed \$41,000.
 - x. Consider A Funding Recommendation For The Texas Museum of Science & Technology (TXMOST) in an amount not to exceed \$26,500. (Advertising, Marketing, and Promotions))
- E.3 Consider A Funding Recommendation For 2016-2017 Budget Requests For Advertising, Marketing And Promotion
 - i. Marketing in an amount not to exceed \$165,000.
 - ii. Rhyme And Reason Marketing Services in an amount not to exceed \$37,000.
- E.4 Consider A 2016-2017 Tourism Advisory Board Budget Recommendation To City Council For Revenues, Expenditures, And Fund Balance.
- E.5 Consider Cancellation Of August 23rd Tourism Advisory Board Meeting.

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action. The Board may use Closing Comments to request future agenda items.)

F.1 Board Members Closing Comments.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, August 23, 2016 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

G.1. Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Special Called Budget Work Session Meeting of the Tourism Advisory Board of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

'16 JUL 22 AM10:48

Date Stamped (Month, Day, Year, AM/PM, Time)



Duane Smith,
Tourism & Community Development Manager

The Cedar Park City Hall Complex Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)